

# Privacy Policy

---

## Introduction

Mobo Innovations Limited ("us", "we", or "our") operates the mobo2go online ordering platform and apps (the "Service") that enables you to order and pay for food from your selected restaurant, takeaway, eatery or food service retailer (the "mobo2go Merchant").

This Privacy Policy is intended to help you better understand how we collect, use and store your personal information—whether you are a mobo2go merchant or end user that uses mobo2go products, applications or services.

By using any of mobo2go's Services, or by dealing with a mobo2go Merchant using the Service, you are agreeing to the terms of this Privacy Policy and, as applicable, the terms & conditions.

We are not responsible for the privacy policies or the content of any Mobo2go Merchants who use the Service.

We have policies and procedures in place to comply with the General Data Protection Regulation (GDPR) legislation.

We may update this Privacy Policy from time to time if there are changes to our privacy practices or for other regulatory reasons. If we make changes to this Privacy Policy, we will give you notice of such changes by posting the revised policy on this Website, and where appropriate, by other means. By continuing to use this Website or the Support Service after these changes are posted, you agree to the revised policy.

## What information do we collect from our mobo2go merchants' customers and why?

- We collect our mobo2go merchants' customer name, email, delivery address, phone number, IP address, information about orders made using the service and information about the device and browser you use. We use this information for the following purposes:
  - To enable us and the mobo2go Merchants that use our service to process food orders and take payments.
  - To remember your details.

# Privacy Policy

---

- To share your details and order with the mobo2go Merchant that you have placed the order with. The mobo2go Merchants use of that data will be subject to their own privacy policy.
  - To record and track sales data.
  - To gather analysis or valuable information so that we can improve our Service
  - To monitor the usage of our Service
  - To detect, prevent and address technical issues
  - To enable the mobo2go merchant to provide you with special offers and relevant news, unless you have opted not to receive such information. You may opt out of receiving these communications by following the unsubscribe link or instructions provided in any email or SMS text message sent. You can also opt out via the My Account - Preferences menu option.
- You are under no obligation to provide any such information. However, if you should choose to withhold requested information, we may not be able to provide you with certain services.

## When do we collect this information?

- We collect this information when you use or access a store that uses our Services, such as when you visit a mobo2go Merchant's site or App, place an order or sign up as a member on a mobo2go Merchant's site or App.

## When and why do we share this information with 3rd parties?

- We will disclose your personal information to the mobo2go Merchants from whom you ordered food or beverages.
- We may disclose your personal information to any of our agents or contractors who assist us in providing the services we offer through the mobo2go platform, processing transactions, fulfilling requests for information, receiving and sending communications, updating marketing lists, analysing data, providing support services or in other tasks, from time to time.
- Our agents and contractors will only use your information to the extent necessary to perform their functions.

# Privacy Policy

---

- We may disclose your personal information if required to do so by law, to protect against legal liability or if we believe that such action is necessary to prevent fraud or cyber crime.

## What we don't do with your personal information

- We do not and will never share, disclose, sell, rent, or otherwise provide personal information to other companies (other than to specific mobo2go Merchants you are interacting with, or to third party apps or service providers being used by the mobo2go Merchants you are interacting with) for the marketing of their own products or services.
- If you are a mobo2go Merchant using mobo2go Services, we do not use the personal information we collect from you or your customers to independently contact or market to your customers.

## Use of Cookies

- Cookies are small pieces of data stored on a User's device.
- Cookies are necessary to allow you to browse our website and use its features. The use of these cookies is essential for the website to work.
- Cookies enable us to identify your device, or you when you have logged in. We use cookies to enhance the functionality of the website by storing your preferences. We also use cookies to help us to improve the performance of our website to provide you with a better user experience.
- We don't sell or share the information collected by cookies, nor do we disclose the information to third parties, except where required by law (for example to government bodies and law enforcement agencies).
- Because cookies are used throughout our websites, disabling them may prevent you from using certain parts of the sites.
- Some mobo2go Merchants use Google Analytics to collect information about how people use their site. They do this to make sure they meet their users' needs and to understand how we could do it better. Google Analytics stores information about

# Privacy Policy

---

what pages you visit, how long you are on the site, how you got here and what you click on. We do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are. We do not allow Google to use or share our analytics data.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

For more information about cookies and how they are used please visit.

<http://www.ico.org.uk/>

<http://www.aboutcookies.org/>

## For how long do we retain your personal information?

- We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.
- We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

## How do we keep your personal information secure?

- Information that you submit via the mobo2go system will only be stored as long as we legitimately need it or as required by the law. This information is sent to and stored in a secure Microsoft Azure datacentre within the European Economic Area (EEA). This is necessary in order to process the information.
- The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure.
- While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

# Privacy Policy

---

- We use third-party services for payment processing (e.g. payment processors). We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

## **The payment processors we work with are:**

**Global Payments** - <https://www.globalpaymentsinc.com/en-gb>

**PayPal** - <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

## **Transfer Of Data**

- Your information, including Personal Data, may be transferred by us to related third parties that are located outside of the European Economic Area (EEA), for the purpose of providing and supporting the service.
- Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.
- Mobo Innovations Limited will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

## **Links To Other Sites**

- Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.
- We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

# Privacy Policy

---

## Children's Privacy

- Our Service does not address anyone under the age of 13 ("Children").
- We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

## Control over and access to your personal information

- We understand that you have rights over your personal information, and takes reasonable steps to allow you to access, correct, amend, delete, port, or limit the use of your personal information.
- If you are a mobo2go Merchant's customer and wish to exercise these rights, please contact the mobo2go Merchants you interacted with directly - we serve as a processor on their behalf, and can only forward your request to them to allow them to respond.
- It's important to remember that if you delete or limit the use of your personal information, the Services may not function properly.
- If you have any questions about your personal information or this policy, or if you would like to make a complaint about how we processes your personal data, please contact Mobo Innovations Ltd by email at [gdpr@moboinnovations.com](mailto:gdpr@moboinnovations.com), or by using the contact details below:

## Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By email: [gdpr@moboinnovations.com](mailto:gdpr@moboinnovations.com)
- Michael Hutchings [gdpr@moboinnovations.com](mailto:gdpr@moboinnovations.com)
- By phone number: 01772 367110
- By mail: 2 Manor Court, Salesbury Hall Road, Ribchester PR3 3XR

Privacy Policy for mobo2go sites hosted under the <https://www.mobo2go.co.uk> domain.

Last updated: 24/05/2018